

**CLAIMS**

What is claimed is:

1. A method for servicing a dynamically formed group of participants for a temporary social occasion comprising provisioning a set of computer network-implemented services available from a service provider,  
configuring an application to execute on a server accessible to the participants via the service provider, the application being user-created by one of the participants choosing selected ones of the services corresponding to the occasion,  
executing the application to interconnect and coordinate the interactions of the participants for the occasion, and  
capturing all of the interactions of the participants throughout the duration of the occasion in a thread-of-activity file stored on the server for later recall by at least one of the participants.
2. The method as recited in claim 1 wherein the configuring includes presenting an on-line form via a website provided by the service provider and filling in the form by said one of the participants to choose said selected ones of the services and thereby configure the application.

3. The method as recited in claim 1 wherein one of the services is teleconferencing service and the configuring includes establishing a teleconference call among at least two of the participants.

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4. The method as recited in claim 1 wherein the method further includes, after the capturing, deactivating the application to await automatic self-activation of the application at a specified later time with reference to the thread-of-activity file.

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5. The method as recited in claim 1 wherein the one of the services is a credit-card charging service and the method further includes charging at least one of the participants for the configuration and execution of the application related to the social occasion.

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6. The method as recited in claim 1 wherein the one of the services is a credit-card charging service coupled to an on-line store and the method further includes charging by said store for a gift purchased on-line by at least one of the participants for the social occasion.

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7. The method as recited in claim 1 wherein one of the services is purchasing of gifts from an on-line a gift registry established for the social occasion and the method

further includes on-line purchasing of a gift by at least one of the participants for another one of the participants.

5           8. The method as recited in claim 1 wherein the configuring includes configuring the application on-line via a website provided by the service provider and then inviting all of the participants to partake of the social occasion by accessing the website at a time specified by said one of the participants.

10          9. The method as recited in claim 1 wherein the configuring includes capturing all of the interactions between sub-groups of the participants and saving the sub-group interactions in a sub-group thread-of-activity file on the server.

15          10. A method for servicing a dynamically formed group of participants for a temporary social occasion comprising  
                 provisioning a set of computer network-implemented services available from a service provider,  
                 configuring an application to execute on a server accessible to the  
20         participants via the service provider, the application being user-created by one of the participants choosing selected ones of the services corresponding to the occasion,

executing the application to interconnect and coordinate the interactions of the participants for the occasion,

capturing all of the interactions of the participants throughout the duration of the occasion in a thread-of-activity file stored on the server for later recall by at least 5 one of the participants, and

deactivating the application to await automatic self-activation of the application at a specified later time with reference to the thread-of-activity file.

11. The method as recited in claim 10 wherein the configuring includes presenting 10 an on-line form via a website provided by the service provider and filling in the form by said one of the participants to choose said selected ones of the services and thereby configure the application.

12. The method as recited in claim 10 wherein one of the services is 15 teleconferencing service and the configuring includes establishing a teleconference call among at least two of the participants.

13. The method as recited in claim 10 wherein the method further includes, after 20 the capturing, deactivating the application to await automatic self-activation of the application at a specified later time with reference to the thread-of-activity file.

14. The method as recited in claim 10 wherein the one of the services is a credit-  
card charging service and the method further includes charging at least one of the  
participants for the configuration and execution of the application related to the social  
5 occasion.

15. The method as recited in claim 10 wherein the one of the services is a credit-  
card charging service coupled to an on-line store and the method further includes  
10 charging by said store for a gift purchased on-line by at least one of the participants for  
the social occasion.

16. The method as recited in claim 10 wherein one of the services is purchasing of  
gifts from an on-line a gift registry established for the social occasion and the method  
15 further includes on-line purchasing of a gift by at least one of the participants for another  
one of the participants.

17. The method as recited in claim 10 wherein the configuring includes  
20 configuring the application on-line via a website provided by the service provider and  
then inviting all of the participants to partake of the social occasion by accessing the  
website at a time specified by said one of the participants.

18. The method as recited in claim 10 wherein the configuring includes capturing all of the interactions between sub-groups of the participants and saving the sub-group interactions in a sub-group thread-of-activity file on the server.

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19. A method for servicing a dynamically formed group of participants for a temporary social occasion comprising

provisioning a set of computer network-implemented services available from a service provider,

10                   configuring an application to execute on a server accessible to the participants via the service provider, the application being user-created by one of the participants, distinct from the service provider, choosing selected ones of the services corresponding to the occasion, the server being adapted to execute the occasion-specific services via an on-line website accessible via the service provider,

15                   executing the application to interconnect and coordinate the interactions of the participants for the occasion on the website, and

                         capturing all of the interactions of the participants throughout the duration of the occasion in a thread-of-activity file stored on the server for later recall by at least one of the participants.

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20. The method as recited in claim 19 wherein the configuring includes presenting an on-line form via the website provided by the service provider and filling in the form by said one of the participants to choose said selected ones of the services and thereby configure the application.